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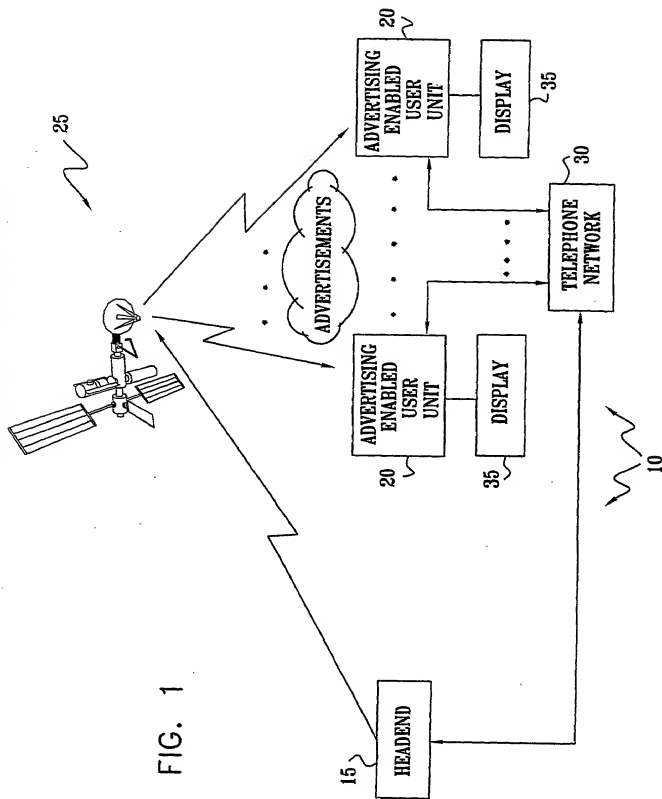
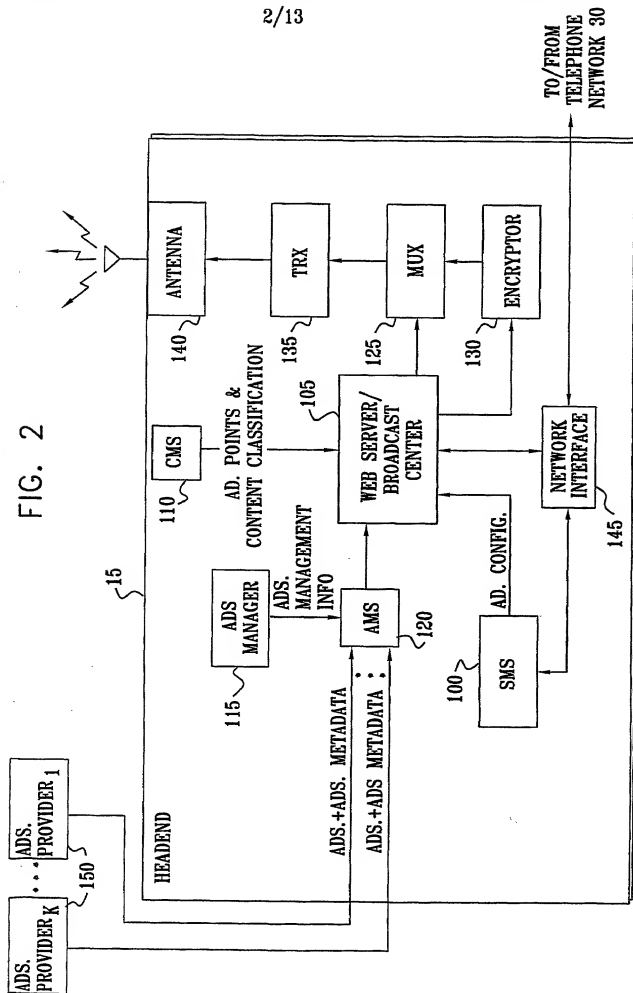


FIG. 2



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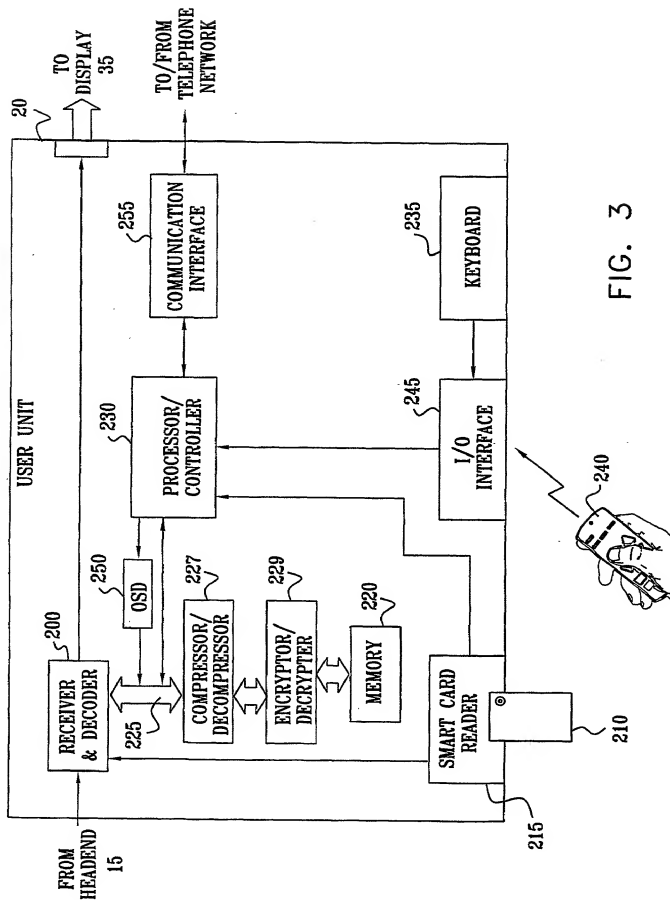


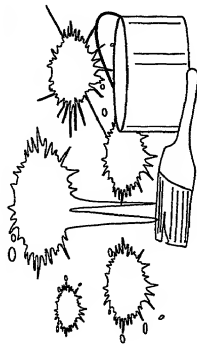
FIG. 3

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FIG. 4

260

ADVERTISEMENT X



FOR HOW LONG DO YOU WISH TO DELAY THE VIEWING OF
THIS ADVERTISEMENT?

5 MIN 30 MIN 1 HOUR 6 HOURS

☐ ☐ ☐ ☐

DEVICE MEMORY

USER Y CONFIGURATION:

- USER DELAY OPTION: ALLOWED
- MAX USER DELAYS PER DAY: 2

ADVERTISEMENT X METADATA:

- AD. DELAY: ALLOWED
- MAX NUMBER OF AD. DELAYS: 1
- MAX AD. DELAY TIME: 60MIN

CURRENT USER Y INTERACTIVITY

- NUMBER OF DELAYS EXECUTED THIS DAY: 1
- DELAYS EXECUTED UPON AD. X: 0

265

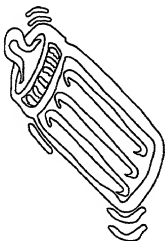
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FIG. 5

270

DEVICE MEMORY	
<p>USER Y CONFIGURATION:</p> <ul style="list-style-type: none"> • USER REPLACEMENT OPTION: ALLOWED • MAX USER REPLACEMENTS PER DAY: 3 <p>ADVERTISEMENT 148 METADATA:</p> <ul style="list-style-type: none"> • AD. REPLACEMENT: ALLOWED • MAX NUMBER OF AD. REPLACEMENT: 3 • ALLOWED REPLACEMENT ADS: <p>AD 1234 - SKIPPY PEANUT BUTTER AD 2345 - TOYS R US AD 563 - FROSTED FLAKES AD 67 - RAFI CASSETTES</p>	
<p>STORED ADS:</p> <p>AD 1234 AD 67 AD 92 AD 378</p>	<p>CURRENT USER Y INTERACTIVITY</p> <ul style="list-style-type: none"> • NUMBER OF REPLACEMENTS EXECUTED THIS DAY: 0 • REPLACEMENTS EXECUTED UPON AD. 148: 0

<p>AD. 148</p> 	
<p>CHOOSE THE AD. THAT YOU WISH TO VIEW INSTEAD?</p>	
<p>SKIPPY PEANUT BUTTER</p>	<p>RAFI CASSETTES</p>
<input type="checkbox"/>	<input type="checkbox"/>

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FIG. 6

280

282

AD RECOMMENDATION:

- TO: ARTHUR BLOGGS
- EMAIL: ARTHUR@ABC.COM
- TEL: 023-987-6754
- MESSAGE: BUY THIS TOY FOR YOUR SON JAMES
- MESSAGE POSITION: BOTTOM CENTER
- MESSAGE POINT SIZE: 24



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SUBSCRIBER 387: JOE SMITH



ORIGINAL AD METADATA

- TITLE: JACK IN THE BOX TOY
- DURATION: 30 SECONDS
- GENRE 1: KIDS
- GENRE 2: TOYS
- MINIMUM PLAYOUT FREQUENCY: 3 HOURS
- MAXIMUM NUMBER OF PLAYS: 10
- DO NOT PLAY BEFORE: 12/15/2000
- DO NOT PLAY AFTER: 1/11/2001
- TIME OF PLAY: BETWEEN 8AM - 8PM
- PRIORITY: 2
- FORWARDING-ALLOWED
- NUMBER OF FORWARDING HOPS: 5
- MAX DELAYS: 2
- USER REPLACEMENT ALLOWED: NO
- MAX REPLACEMENTS: 0

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FIG. 7

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INTERACTIVE QUERY:



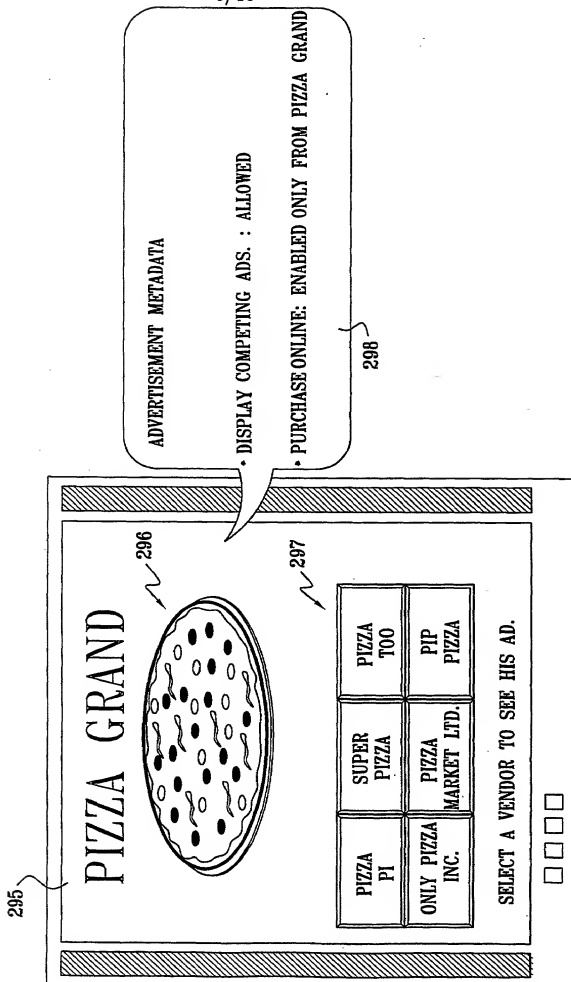
ADVERTISEMENT METADATA

- TITLE: JACK IN THE BOX TOY
- DURATION: 30 SECONDS
- GENRE 1: KIDS, AGES 3-8
- GENRE 2: TOYS
- MINIMUM PLAYOUT FREQUENCY: 3 HOURS
- MAXIMUM NUMBER OF PLAYS: 10
- DO NOT PLAY BEFORE: 12/15/2000
- DO NOT PLAY AFTER: 1/11/2001
- TIME OF PLAY: BETWEEN 8 AM - 8 PM
- PRIORITY: 2
- USER DELAY ALLOWED: YES
- MAX DELAYS: 2
- USER REPLACEMENT ALLOWED: NO
- MAX REPLACEMENTS: 0

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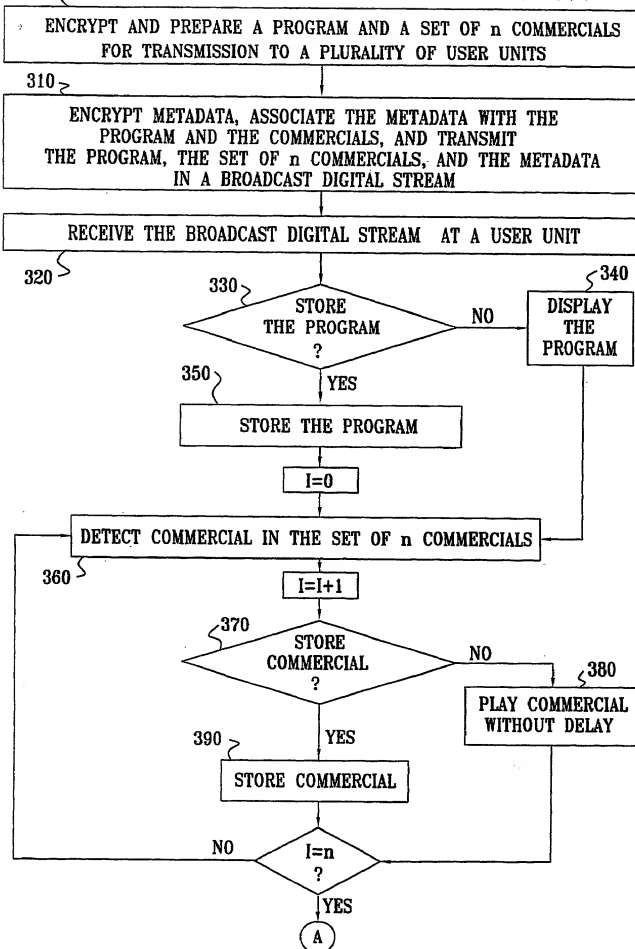
FIG. 8



300

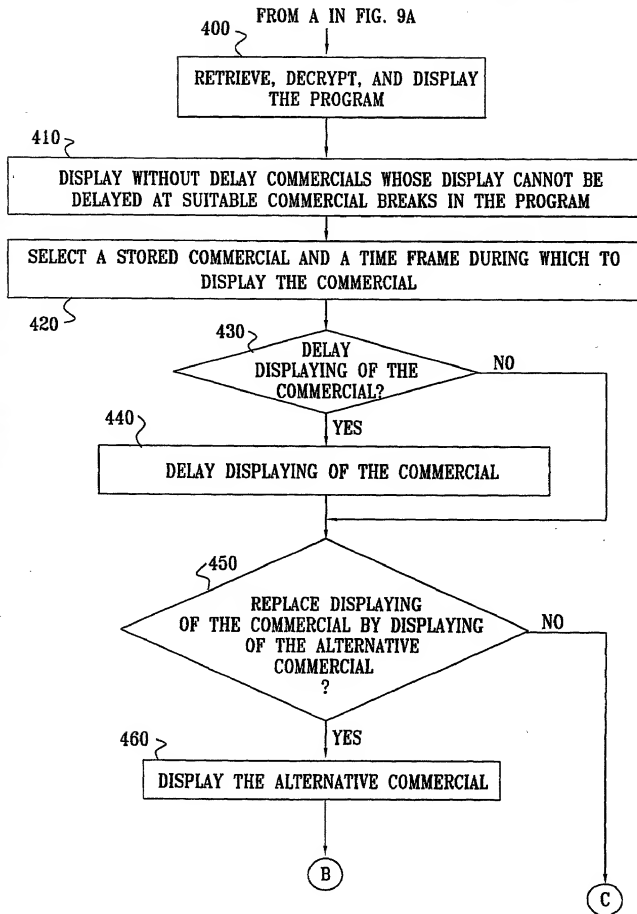
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FIG. 9A



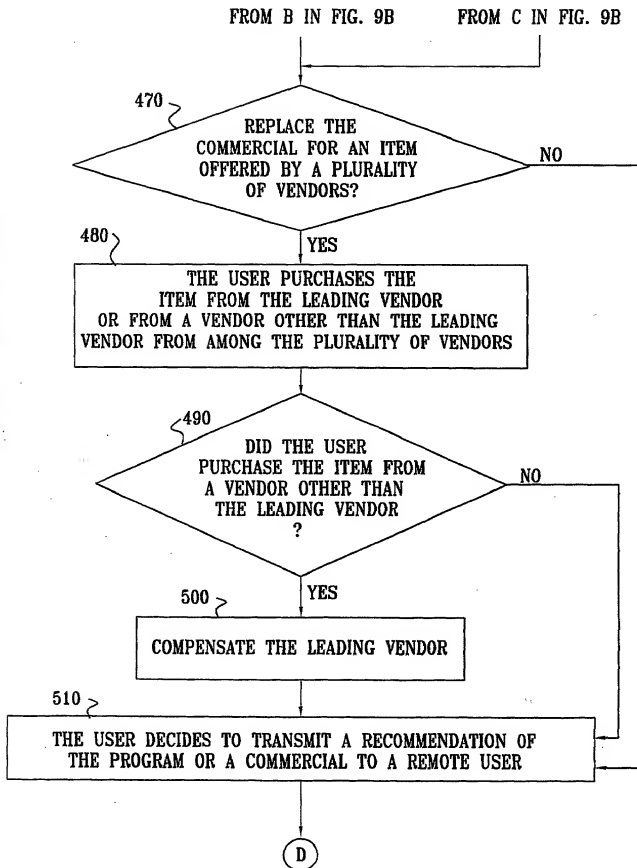
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FIG. 9B



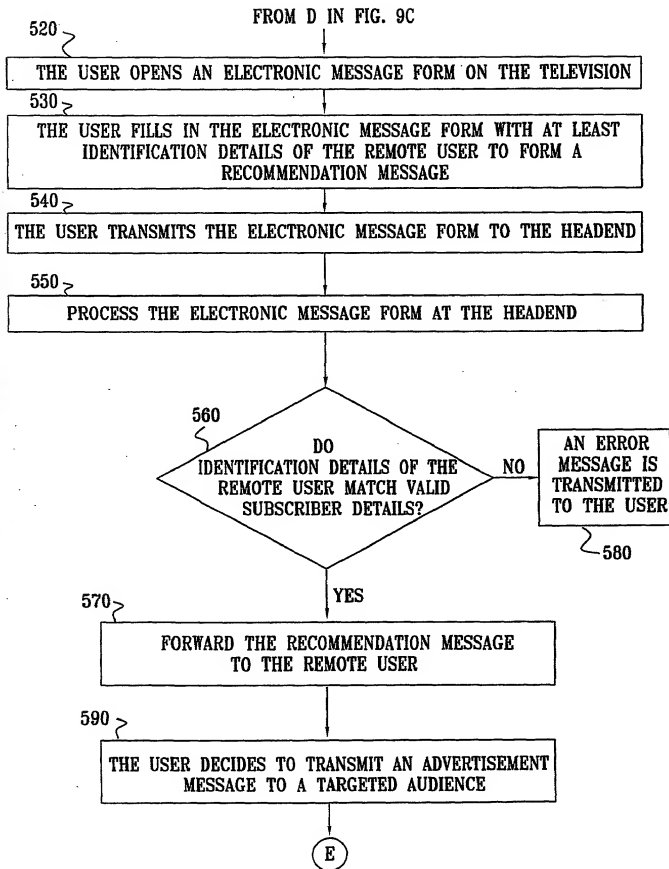
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FIG. 9C



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FIG. 9D



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FIG. 9E

